

Make Room for Play Campaign
Report to the CYSN, June 25, 2015
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Background and Summary of Activity

- The Early Childhood Development Working Group chose to target the high vulnerability of young children in HPE on the physical health and well-being domain of the EDI
- Strategy used was to piggy-back on the Participaction campaign to “Make Room for Play”
- Campaign ran from the end of March till the beginning of June
 - Posters (which were distributed at the last CYSN meeting) which you put up in your organizations
 - Social media: Facebook and Twitter: I know that Wendy encouraged CYSN members to post or share at least one message each week
 - Messages included:
 - Screen time is taking away play time
 - Too much screen time can lead to obesity, poor academics and behavioural issues
 - Kids need 60 minutes of moderate to vigorous activity daily
 - Limit screen time, and connect through active play
- During the 1st week of the campaign, additional funds were spent to boost the message on the Public Health Facebook page : had over 17000 views, 839 clicks, 522 likes, 22 comments and 103 shares >> activity decreased after that but there was still some activities
- Jen Ronan also was interviewed by Sean Kelly on radio

Evaluation

- An on-line evaluation of the campaign was made available (prize of a \$50 grocery prize)
- The Make Room for Play materials worked well in drawing attention to the importance of play, the need for opportunities for active play and the fact that Canadian children are very sedentary
- For the vast majority of the respondents, the Make Room for Play campaign caused them to think a lot about:
 - decreasing screen time (both for their children and themselves)
 - Including more active play in their child’s day and becoming more physically active
- half said that they had actually started to include more active play into their child’s day

Where do we go from here?

- More than ¾ of the respondents want to have more information about where they can take their family to be more active
- Half wanted information about what to do to become more active
- The responses to the campaign were very positive; e.g., *this is a valuable campaign to help make us aware of our need to get off the screens and get out and play. Thank you!*

Thank You

- To all the members of the working group
- To all members of the CYSN for displaying posters, posting messages on social media and talking to the people you work with about the importance of active play and decrease screen time
- Questions?